Advertising Response Conversion Study

1983

ADVERTISING RESPONSE CONVERSION STUDY

1983

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A. INTRODUCTION

Background

As part of its marketing program, Tourism Yukon has placed advertisements in various publications and distributed promotional material containing business reply cards and coupons which could be clipped and mailed in for additional Yukon tourism information.

From these requests for information, a sample was selected and a Yukon Travel Questionnaire "postcard" mailed, asking several questions including whether the party actually did visit Yukon in 1983.

This "advertising response conversion" study examines the effectiveness of Tourism Yukon's promotional activities by determining how many responses were actually "converted" into Yukon visits. As well, a basic visitor profile is provided by analysis of various questions asked on the questionnaire.

Conversion studies were conducted in 1980 and 1981 by B.C. Research for the Yukon Department of Tourism. In 1982, the study was done in-house with government computer services and facilities. The present conversion study is a similar effort.

Description of Survey

For the 1983 Conversion study, the Yukon Travel Questionnaire was again utilized. This questionnaire was identical to the one administered in 1982 and comparable to the questionnaire used by B.C. Research in the Coupon Conversion Studies of 1980 and 1981. Therefore, comparisons of results over the years can be made with a certain degree of confidence.

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The questionnaire is designed to be self-administered and consists of two sections. The first section asks respondents if they visited Yukon and/or Alaska in 1983 or plan to visit in 1984. The second section asks Yukon visitors to answer questions about their trip. A sample of the questionnaire is found at the back of this report.

The sample population was selected from a number of different sources of inquiries using in-house computer facilities. Labels were printed, affixed to the questionnaires, and mailed. Canadian addresses were provided with a Calgary address for return and Americans were provided with a Seattle address. This was done so that the originator of the survey was unknown, and the problem of "loyalty" to the destination conducting the survey would be partially removed. This "loyalty" factor tends to inflate the conversion rate in studies of this type.

Methodology and Tolerance Limits

Following receipt of the completed questionnaires, they were manually edited by Tourism Planning & Development staff and then keypunched by Government Computer Services staff. The data was analyzed using SAS (Statistical Analysis System) computer programs on Government of Yukon computer facilities. Results of the survey are presented in the "Detailed Tabulations" section of this report.

The weighting factors used for the responses of the survey are shown in Table 1. The average weight applied was 41.

The sample size for a particular count can be obtained by dividing the count shown in the tabulations by the appropriate weight. Then, using the table below, it is possible to estimate (with 90% confidence) the tolerance limit for a particular sample size and observed proportion.

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Tolerance Limit	Observed Proportion						
	5/95	10/90	15/85	20/80	30/70	40/60	50/50
2%	321	609	863	1082	1421	1624	1691
4	80	152	216	271	355	406	423
6	36	68	96	120	158	180	188
8	20	28	54	68	89	101	106
10	13	24	35	43	57	65	68
15	6	11	15	19	25	29	30
20	3	6	9	11	14	16	17

TOLERANCE LIMITS AND SAMPLE SIZES

For example, suppose that 20% of a particular group of visitors travel by plane. If the sample size is 120, then the tolerance is 6%. In other words, there is a 90% chance that the true proportion is between 14% and 26%, and only a 10% chance that it is outside this range.

A total of 11 different sources of advertising cards and coupons were included in this Conversion survey. Individual results for each source are available from the Tourism Planning & Development Branch. Since the number of responses for some sources is relatively small, and also for the sake of clarity, sources have been grouped into the following categories for analysis:

Alaska Travel Directory (Canadian & American responses)
Reader's Digest magazine (Canadian edition)
Time magazine (Canadian edition)
MacLean's magazine
Consumer shows (Toronto, San Francisco, Milwaukee, Minneapolis and the California-Arizona motorhome park tour)
Canadian General Inquiries
U.S. General Inquiries

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B. CONVERSION ANALYSIS

Response Rates and Conversions

Almost 70,000 requests for travel information were received by Tourism Yukon in 1983. The Yukon Travel Questionnaire was mailed to approximately 10% of these, or a sample of 6400 households. Of this sample, responses were received from 1668 parties, a response rate of over 26%. Thirty-two percent of the responses were from visitors to Yukon (536 parties), while 68% did not visit Yukon (1132 parties).

Table 1 shows survey results and conversion rates for each of the 11 individual sources. It also shows the weighting factors used to create the statistical tables. Results from Table 1 indicate that the highest conversion rate (57.9%) was achieved by U.S. General Inquiries, followed by a conversion rate of 36.9% for the Alaska Travel Directory. The overall conversion rate is 32.1%. This represents 22174 visitor parties in 1983.

Many respondents indicated that they planned to visit Yukon in 1984, regardless of whether they visited in 1983 or not. The potential of these "next year" conversions is great, as is shown in Table 2. In 1983, 22% of the visitors to Yukon and 57% of the non-visitors reported that they planned to visit Yukon in 1984. Overall, 45% of those responding to the questionnaire said they plan to visit. 1982 results indicated that only 21% planned to visit Yukon in 1983. Using the results from Table 2, it is possible that a further 31,110 parties will visit in 1984.

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TABLE 1

RESPONSE RATES & CONVERSIONS

Source	Total in Universe	Total Sample Mailed #	%	Returns #	%	Weighting Factors	Visitors 1983 (Sample) #	%	Visitor Parties (Conversions)
Alaska	26788	2177	(8.1)	712	(32.7)	37.62	263	(36.9)	9894
Reader's Digest	12350	1013	(8.2)	310	(30.6)	39.84	89	(28.8)	3546
Time	2386	203	(8.5)	54	(26.6)	44.19	11	(20.8)	487
MacLean's	3810	351	(9.2)	104	(29.6)	36.63	16	(15.4)	587
Toronto Show	5571	93	(1.7)	16	(17.2)	348.19	3	(18.8)	1044
San Francisco Show	3370	407	(12.0)	22	(5.4)	153.18	4	(18.2)	613
California/ Arizona Show	2483	600	(24.2)	74	(12.3)	33.55	9	(12.2)	302
Milwaukee Show	2700	360	(13.3)	54	(15.0)	50.0	5	(9.3)	250
Minneapolis Show	2904	371	(12.8)	47	(12.7)	61.79	9	(19.1)	556
Canadian General Inquiries	2760	329	(11.9)	116	(35.3)	23.79	35	(30.2)	833
U.S.General Inquiries	3887	460	(11.8)	159	(34.6)	24.45	92	(57.9)	2249
TOTAL	69009	6364	(9.2)	1668	(26.2)	41.37	536	(32.1)	22174

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TABLE 2

POTENTIAL 1984 CONVERSIONS

Source	Total Sample Returns	Visitors to Yukon Yes 83 #	%	Plan 84 #	%	Non-Visitors to Yukon No 83 #	%	Plan 84 #	%	Total 84 Sample #	%	Potential Visitor Parties
Alaska	712	263	(37)	54	(21)	439	(63)	263	(60)	317	(46)	11925
Reader's Digest	310	89	(29)	28	(31)	220	(71)	120	(55)	148	(48)	5896
Time	54	11	(21)	3	(27)	42	(79)	23	(55)	26	(48)	1149
MacLeans	104	16	(15)	6	(40)	88	(85)	55	(63)	61	(59)	2234
Toronto Show	16	3	(19)	1	(33)	13	(81)	11	(85)	12	(75)	4178
San Francisco Show	22	4	(18)	1	(25)	18	(82)	10	(56)	11	(50)	1685
California/ Arizona Show	74	9	(12)	-		65	(88)	22	(34)	22	(30)	738
Milwaukee Show	54	5	(9)	1	(20)	49	(91)	29	(59)	30	(56)	1500
Minneapolis Show	47	9	(19)	1	(11)	38	(81)	13	(34)	14	(30)	865
Canadian General Inquiries	116	35	(30)	8	(23)	81	(70)	40	(49)	48	(41)	1142
U.S. General Inquiries	159	92	(58)	17	(18)	65	(42)	46	(71)	63	(40)	1540
TOTAL	1668	536	(32)	120	(22)	1118	(68)	632	(57)	752	(45)	31110

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Highlights of Responses

This section is intended to provide an overview of the results contained in the pages of detailed tabulations following.

Of the respondents, 87% of those who visited Yukon also visited Alaska in 1983. The average length of stay by visitors to Yukon was 7.9 nights in Yukon and 14.0 nights in Alaska. Canadian respondents stayed an average of 10.3 nights in Yukon and 6.1 nights in Alaska compared to American respondents who spent an average of 17.3 nights in Alaska and 6.5 nights in Yukon. The overall average trip length was 33 nights - Canadian respondents reported an average of 25 nights and American respondents, 37 nights.

Among the visitors to Yukon, 20% travelled primarily to visit Yukon, 18% primarily to visit Alaska, and 62% to visit both Yukon and Alaska. Approximately 16% of visitors indicated that they had purchased package tours. Of this 16%, over 87% reported that they had travelled as part of an organized group tour.

Hotels or motels were utilized by 28% of Yukon visitors, 2% stayed with friends or relatives and 48% camped. Over 21% of respondents to this question indicated that they had used more than one type of accommodation.

Nearly 23% of tourists reported that they had travelled by car during some portion of their trip, while 6% had used motorcoach transportation at some time. An additional 4% explored Yukon by air. About 6.5% of visitors had travelled the Dempster Highway and 16% had visited Dawson City. Wilderness travel adventure tours were enjoyed by 5% of visitors. Over 20% of visitors enjoyed Yukon museums and 19% purchased local arts and crafts.

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C. DETAILED TABULATIONS

The following tables report various characteristics and trends of visitors to Yukon in 1983. For the sake of clarity, sources have been grouped into the following categories for analysis.

Visitors to Yukon - Grouped Sources

Alaska Travel Directory (US, CA)
Reader's Digest (CA)
Time (CA)
MacLean's (CA)

Consumer Shows

Toronto (CA)
California/Arizona (CA, US)
San Francisco (US)
Milwaukee (US)
Minneapolis (US)

CA General Inquiries

US General Inquiries

Notes related to Tables:

Alaska = Alaska Travel Directory
R.D. = Reader's Digest
Cdn Inq = Canadian General Inquiries
US Inq = U.S. General Inquiries
Freq/Percent = The actual number of responses is reported first, with the percentage reported directly below, in each case.

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TABLE 3

VISITORS TO YUKON 1983 - VISITED ALASKA 1983

Freq. / Percent	Alaska	R.D.	Time	MacLeans	Shows	Cdn Inq	US Inq	Total
Yes	250 96.2	59 67.1	7 63.6	11 68.8	26 86.7	26 76.5	85 92.4	464 87.4
No	10 3.8	29 32.9	4 36.4	5 31.2	4 13.3	8 23.5	7 7.6	67 12.6
Total	260 49.0	88 16.6	11 2.1	16 3.0	30 5.7	34 6.4	92 17.2	531 100.0

TABLE 4

VISITORS TO YUKON 1983 - NIGHTS IN YUKON

Freq. / Percent	Alaska	R.D.	Time	MacLeans	Shows	Cdn Inq	US Inq	Total
# of nights 0-7	174 69.0	33 38.8	5 45.5	5 33.3	22 75.9	17 48.6	65 71.4	321 62.0
8-14	58 23.0	30 35.3	4 36.4	7 46.7	5 17.2	13 37.1	16 17.6	133 25.7
15-21	17 6.8	15 17.7	1 9.1	1 6.7	2 6.9	3 8.6	9 9.9	48 9.3
over 21	3 1.2	7 8.2	1 9.1	2 13.3	- -	2 5.7	1 1.1	16 3.0
Total	252 48.7	85 16.4	11 2.1	15 2.9	29 5.6	35 6.8	91 17.5	518 100.0

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TABLE 5

VISITORS TO YUKON 1983 - NIGHTS IN ALASKA

Freq. / Percent	Alaska	R.D.	Time	MacLeans	Shows	Cdn Inq	US Inq	Total
# of nights								
	58	40	8	9	10	19	18	162
0-7	24.1	70.2	100.0	90.0	40.0	79.2	21.4	36.1
	89	15	-	-	7	3	32	35
8-14	36.9	26.3	-	-	28.0	12.5	38.1	32.5
	42	2	-	1	7	2	18	72
15-21	17.4	3.5	-	10.0	28.0	8.3	21.4	16.0
	52	-	-	-	1	-	16	69
over 21	21.6	-	-	-	4.0	-	19.1	15.4
	241	57	8	10	25	24	84	449
Total	53.7	12.7	1.8	2.2	5.6	5.3	18.7	100.0

TABLE 6

VISITORS TO YUKON 1983 - TOTAL TRIP LENGTH

Freq. / Percent	Alaska	R.D.	Time	MacLeans	Shows	Cdn Inq	US Inq	Total
# of nights								
	3	5	1	1	1	1	1	13
0-7	1.3	6.3	11.1	6.3	3.9	3.1	1.2	2.7
	35	10	2	6	2	7	6	68
8-14	15.0	12.7	22.2	37.5	7.7	21.9	7.0	14.1
	51	30	2	2	8	7	9	109
15-21	21.8	38.0	22.2	12.5	30.8	21.9	10.5	22.6
	40	17	2	2	6	10	14	91
22-30	17.1	21.5	22.2	12.5	23.1	31.3	16.3	18.9
	32	4	-	3	4	3	15	61
31-39	13.7	5.1	-	18.7	15.4	9.4	17.4	12.7
	36	8	2	1	5	2	25	79
40-56	15.4	10.1	22.2	6.3	19.2	6.3	29.1	16.4
	37	5	-	1	-	2	16	61
over 56	15.8	6.3	-	6.3	-	6.3	18.6	12.6
	234	79	9	16	26	32	86	482
Total	48.6	16.4	1.9	3.3	5.4	6.6	17.8	100.0

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TABLE 7

VISITORS TO YUKON 1983 - PURPOSE OF VISIT

Freq. / Percent	Alaska	R.D.	Time	MacLeans	Shows	Cdn Inq	US Inq	Total
visit Yukon	19 7.3	43 48.3	7 63.6	8 50.0	4 13.3	17 50.0	9 9.8	107 20.1
visit Alaska	59 22.6	6 6.8	1 9.1	- -	7 23.3	2 5.9	23 25.0	98 18.4
visit Yukon & Alaska	183 70.1	40 44.9	3 27.2	8 50.0	19 63.3	15 44.1	60 65.2	328 61.5
Total	261 49.0	89 16.7	11 2.1	16 3.0	30 5.6	34 6.4	92 17.2	533 100.0

TABLE 8

VISITORS TO YUKON 1983 - PACKAGE VACATION

Freq. / Percent	Alaska	R.D.	Time	MacLeans	Shows	Cdn Inq	US Inq	Total
yes	45 17.4	11 12.5	2 18.2	5 31.2	9 30.0	3 8.8	12 13.0	87 16.4
no	214 82.6	77 87.5	9 81.8	11 68.8	21 70.0	31 91.2	80 87.0	443 83.6
Total	259 48.9	88 16.6	11 2.1	16 3.0	30 5.7	34 6.4	92 17.3	530 100.0

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TABLE 9

VISITORS TO YUKON 1983 - GROUP TOUR

Freq. / Percent	Alaska	R.D.	Time	MacLean's	Shows	Cdn Inq	US Inq	Total
Yes	42	11	1	3	8	3	8	76
	93.3	100.0	50.0	60.0	88.9	100.0	66.7	87.4
No	3	-	1	2	1	-	4	11
	6.7	-	50.0	40.0	11.1	-	33.3	12.6
Total	45	11	2	5	9	3	12	87
	51.7	12.6	2.3	5.8	10.3	3.5	13.8	100.0

TABLE 10

VISITORS TO YUKON 1983 - ACCOMMODATION TYPE

Freq. / Percent	Alaska	R.D.	Time	MacLeans	Shows	Cdn Inq	US Inq	Total
Hotel	79	23	4	4	9	9	19	147
	30.0	25.8	36.4	25.0	30.0	25.7	20.7	27.4
Camping	123	36	6	5	14	12	58	254
	46.8	40.5	54.6	31.3	46.7	34.3	63.0	47.4
With Friends	1	3	-	3	1	2	-	10
	0.4	3.4	-	18.8	3.3	6.7	-	1.9
Multi-response	57	25	1	3	6	9	13	114
	21.7	28.1	0.9	18.8	20.0	25.7	14.1	21.3
Total	263	89	11	16	30	35	92	536
	49.0	16.6	2.1	3.0	5.6	6.5	17.2	100.0

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TABLE 11

VISITORS TO YUKON 1983 - ACTIVITIES

Freq. Percent	Alaska	R.D.	Time	MacLeans	Shows	Cdn Inq	US Inq	Total
Travel by Car	196 23.2	70 20.3	8 20.5	11 19.6	22 20.8	27 20.3	74 26.8	408 22.7
Travel by Coach	55 6.5	14 4.1	2 5.1	3 5.4	7 6.6	7 5.3	15 5.4	103 5.7
Explore Dempster	49 5.8	28 8.1	4 10.3	3 5.4	7 6.6	12 9.0	14 5.1	117 6.5
Sightsee by Air	36 4.3	14 4.1	- -	3 5.4	3 2.8	7 5.3	10 3.6	73 4.1
Purchase Arts & Crafts	154 18.3	69 20.0	4 10.3	12 21.4	23 21.7	25 18.8	54 19.6	341 19.0
Wilderness Adventure	43 5.1	18 5.2	5 12.8	3 5.4	5 4.7	7 5.3	15 5.4	96 5.3
Discover Dawson	129 15.3	61 17.7	8 20.5	10 17.9	15 14.1	22 16.5	42 15.2	287 16.0
Visit Museums	181 21.5	71 20.6	8 20.5	11 19.6	24 22.6	26 19.5	52 18.8	373 20.7
Total	843 46.9	345 19.2	39 2.2	56 3.1	106 5.9	133 7.4	276 15.3	1798 100.0

* categories are not mutually exclusive as each respondent may have participated in several activities.

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D. COMPARISION TO PREVIOUS CONVERSION STUDIES

This section highlights some of the differences and similarities of past Conversion Studies, as shown in Table 12.

The number of conversion parties in 1983 was double that of 1982. The corresponding conversion rate increased from 18.9% to 32.1% in 1983. The proportion of visitors travelling solely to Yukon increased slightly, as did those travelling solely to Alaska. The percentage of visitors travelling to both Yukon and Alaska decreased to 62%, down slightly over each of the past two years.

The average length of stay in Yukon remained constant at 8 nights. Length of stay in Alaska increased slightly as did average trip duration - 33 nights in 1983 versus 28 in 1982.

Visitors tended to use hotel accommodation less, and camping facilities more, in 1983. Overall, proportions were similar to 1982. Participation levels in visitor activities were also similar in both 1982 and 1983.

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TABLE 12

COMPARISONS - 1980 to 1983

RESPONSE RATES	1983	1982	1981	1980
# of Yukon Visitors	536	439	416	.356
# of conversion parties	22174	11906	8870	4656
conversion rate	32.1%	18.9%	17.4%	14.4%
purpose of trip - visit Yukon	20%	20%	23%	32%
- visit Alaska	18	17	10	12
- visit both	62	63	67	56
average length of stay - in Yukon	8	8	9	10
(# of nights) - in Alaska	14	13	11	9
- total trip	33	28	38	31
accommodation type - hotel	38%	39%	25%	24%
- camp	55	52	68	71
- with friends	8	9	7	5
purchased package vacation	16%	20%	13%	10%
travelled as part of group tour	87	82	N/A	N/A
visitor activities - travel by car	23%	27%	N/A	N/A
- travel by coach	6	6	N/A	N/A
- explore Dempster	7	9	N/A	N/A
- explore by air	4	N/A	N/A	N/A
- purchase arts/crafts	19	22	N/A	N/A
- wilderness tour	5	7	N/A	N/A
- visit Dawson	16	18	N/A	N/A
- visit museums	21	N/A	N/A	N/A

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YUKON TRAVEL QUESTIONNAIRE

1. a) During 1983 did you visit: Yukon Yes_____ No_____
   Alaska Yes_____ No_____
   b) During 1984, do you plan to visit:
   Yukon Yes_____ No_____
   Alaska Yes_____ No_____

If you visited or passed through Yukon in 1983, please answer the following questions about your trip.

2. Which was the Main purpose of your trip?
   Primarily to visit Yukon _____
   Primarily to visit Alaska _____
   To visit both Yukon and Alaska _____

3. How many nights did you spend on your trip?
   In Alaska _____ In Yukon _____
   Total nights away from home on entire trip _____

4. a) Was any part of your trip a "package vacation" whereby some of your expenses in Yukon were prepaid?
   Yes _____ No_____
   b) If yes, did you travel as part of an organized group tour? Yes _____ No_____

5. In which of the following types of accommodation did you stay while in Yukon?

   Hotel/motel/resort/lodge _____
   Camping areas _____ With friends or relatives _____

6. And finally, please check (✓) those activities in which you participated while in Yukon:

   Travel by car/camper/motorhome _____
   Travel by motorcoach _____
   Explore Dempster Highway _____
   Sightseeing by Air _____
   Purchase Yukon Arts & Crafts _____
   Wilderness adventure holiday _____
   Discover Dawson City _____
   Visit Yukon Museums _____

Please return this postage prepaid card today. It is very important to us that all questionnaires be returned. We appreciate your help.